9 FREE Subject Line Tips To Optimize Your Open Rates!
(See What We Did There? This Title Follows the Tips Below!)

Subject lines determine how many people open your e-mail. You can have the best offer and the best designed ad, but if people don't open it, you've lost them and your overall response will suffer. Creating an effective subject line is the easiest way to increase your response.

1. **Don't be afraid of "Free":** Our testing has shown that though some spam filters will snag this word, the huge increase in the number of opens will more than compensate for the loss.

2. **Include deadlines:** Mentioning that the offer is for one day or 5 days creates a sense of urgency and leads to higher CTR (Click Through Rates).

3. **Be clear:** No one has time to try to "figure out" what your email going to be about! Be interesting, relevant, and clear. It builds *trust* between you and the customer when you deliver an email that matches the subject line. It says, "I respect you enough not to waste your time."

4. **Be targeted and active:** Use active words and call-to-actions, such as "download", "get", "save", "shop", etc. Tell them what they will be getting.

> Not Targeted: "Free eBook Just for You!"
> Targeted: "Download Your Free Discipleship eBook"

5. **Include your company name** *if* you have strong brand recognition.

6. **Quantify:** When you provide a "quantifiable" subject line, readers know what to expect.

> Not Quantified: "Disciple Your Congregation"
> Quantified: "5 Ways to Disciple Your Congregation"

7. **Limit the number of characters** to 32 or at the most 50. 32 is the number of characters iPhones allow before cutting off the subject line. Exceeding 50 characters can sometimes land your email in the dreaded spam folder!

8. **Craft your subject line** based on what you're adverting - whether you're in publishing, trying to make a direct e-commerce sale, advertising an event, making a charity donor appeal and whether you're advertising to a business or a consumer – because each dictates a different approach!

9. **Test, Test, Test.** Subject lines are not an exact science. Testing is the only way to know which subject line will outperform another. The more you test, the more you know. BAS can do *split testing* for you inexpensively so you know exactly which subject lines get the best number of opens.